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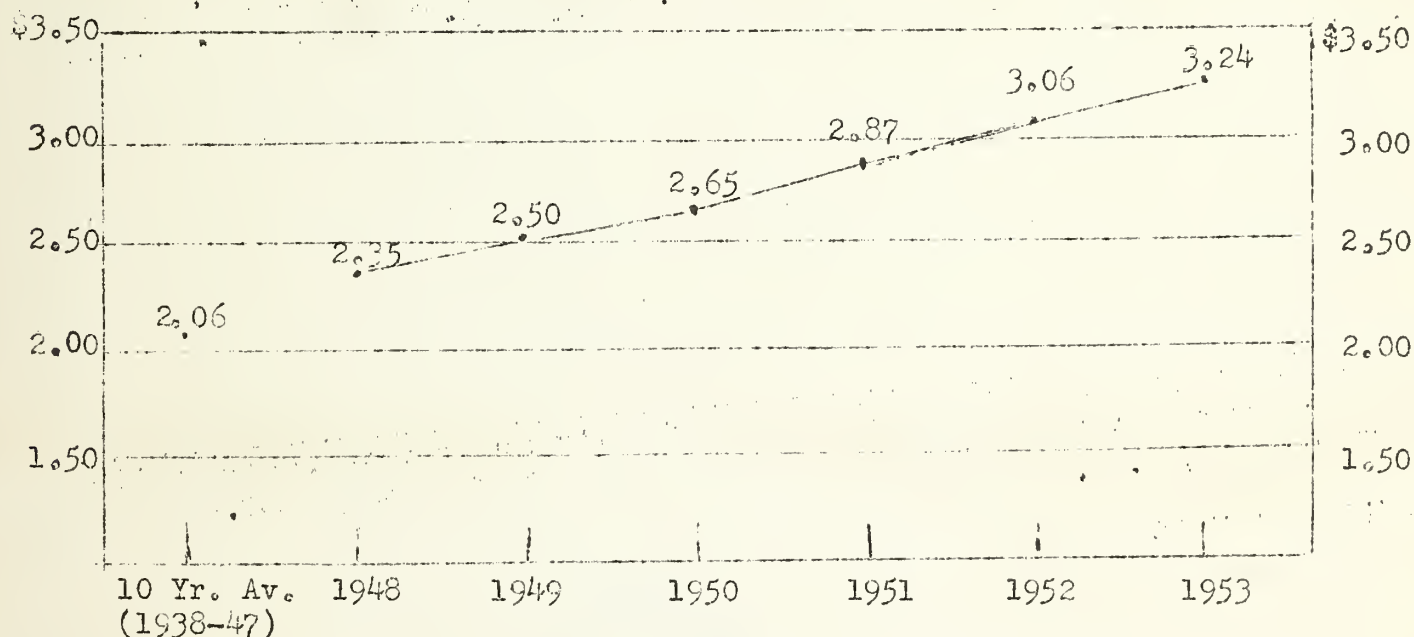
FARM PHONE BILLS UP FOR SIXTH YEAR

Payments by U. S. farmers for local telephone service in July ¹/ 1953 averaged \$3.24 a month or 6 percent above a year earlier, according to the Agricultural Marketing Service. Total monthly charges for both local and long distance service averaged \$4.95, up 7 percent from the July 1952 average. These estimates are based on an annual survey made by the Bureau which in 1953 included reports from over 21,000 farmers throughout the United States.

The survey also indicated that the percentage of U. S. farmers with telephone service was increasing, with 42½ percent having telephones in July 1953 compared with 40.3 percent a year earlier, and 38.2 percent in April 1950.

Although this was the sixth consecutive year that average payments by farmers for telephone service increased, the increase - both in amount and percentage - was the smallest in several years. The July 1953 estimate of \$3.24 for local service compares with \$3.06 a year earlier, \$2.87 in July 1951, and the 1942-51 average of \$2.28. The average charge for long distance service amounted to \$1.71 compared with \$1.56 in July 1952. Part of this increase, particularly in long distance rates, is owing to increased usage of telephone service.

Average Monthly Farm Telephone Bill: Local Service Only, U.S., 1948-53.



All geographic regions participated in the increase for both local and long distance service. Increases varied from 2 percent in the Middle Atlantic and East South Central regions to 9 percent in East North Central and 10 percent in West South Central regions. As a general rule, those regions with the lowest monthly bills increased the most while those with higher bills indicated the least rise.

¹/The survey, made in July and August, requested data based on "last bill." This was generally a bill for a period ending in late June, July, or early August.

By geographic regions as listed in the table below, the highest average monthly telephone bills for local and long distance service were \$7.00 for the Pacific Coast and \$6.72 for New England. The lowest were \$3.71 in the West North Central region and \$4.57 in the East North Central area. For the most part, farmers in those regions with the highest monthly cost for local service spend the most for long distance service and those with lowest local costs have the lowest long distance bill. Much of the regional variation is a reflection of the difference in type (number of parties sharing line) and quality of service provided to farmers in the various regions, and some of the decrease in variation between regions is probably due to a trend toward more uniform quality in service being received by farmers throughout the United States.

FARM TELEPHONE BILLS, BY REGIONS, JULY 1952 & 1953

| Region | July 1952 | | | | July 1953 | | |
|-----------|-----------|---------------|-------|---|-----------|---------------|-------|
| | Local | Long Distance | Total | | Local | Long Distance | Total |
| N. Eng. | 3.91 | 2.35 | 6.26 | : | 4.11 | 2.61 | 6.72 |
| M. Atl. | 3.32 | 2.11 | 5.42 | : | 3.39 | 2.33 | 5.72 |
| E.N.Cent. | 2.97 | 1.25 | 4.22 | : | 3.23 | 1.34 | 4.57 |
| W.N.Cent. | 2.59 | .88 | 3.47 | : | 2.71 | 1.00 | 3.71 |
| S.Atl. | 3.48 | 2.37 | 5.85 | : | 3.61 | 2.40 | 6.01 |
| E.S.Cent. | 3.18 | 1.62 | 4.80 | : | 3.23 | 1.80 | 5.03 |
| W.S.Cent. | 2.95 | 1.89 | 4.84 | : | 3.25 | 1.93 | 5.18 |
| Mount. | 3.43 | 1.99 | 5.43 | : | 3.55 | 2.11 | 5.66 |
| Pacific | 3.82 | 2.72 | 6.54 | : | 4.00 | 3.00 | 7.00 |
| U. S. | 3.06 | 1.56 | 4.62 | : | 3.24 | 1.71 | 4.95 |

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